

INNOVA - Open Call to Artists For Expressions of Interest

Submission due date November 26th, 2021

Public Art Project

Cascadia Green Development
400 Block E3rd Street - North Vancouver

November, 2021



1.0. Project Team & Statistics

1.1. Project Team

Project Owner

Cascadia Green Development
Unit 252 - 106 Esplanade W.
North Vancouver, V7M 0E9

Project Architect

Integra Architecture Inc
416 W Pender Street
Vancouver BC V6B 1T5

Public Art Consultant

src projects
North Vancouver

1.2. Project Statistics

Project Address

402 to 438 East 3rd & 343, 341 St Davids - North Vancouver, BC

Public Art Budget

Total Public Art Work(s) \$240,500



2.0. Introduction

2.1. Project Introduction

Cascadia Green is a North Vancouver born and raised development company committed to 'sustaining communities'. By respecting the past, honouring the present all with a clear eye to the future. Cascadia Green draws upon creativity and innovation to create diverse, accessible places where people can truly 'live'.

Cascadia Green's 'Innova' project lives at the centre of the re-birth of the Moodyville, on the edge of a new urban culture and the adventure the North Shore mountains.

Innova will be a landmark hub along the Third St East West transit corridor, a multi modal transit artery, an active lively boulevard. The Moodyville neighbourhood. Is on the edge of a new urban culture and the natural adventure of the North Shore Mountains.

As a mixed-use commercial development Innova will be a landmark place woven into the neighbourhood sustaining the community with a clear vision for the future. As a neighbourhood hub, Cascadia Green is excited to work with the North Vancouver Public Art Programme give Innova a unique sense of place. A place whose culture reflects a growing urban sophistication deeply rooted in the spirit of natural wonder in exploring a discovering the unique North Vancouver culture of place.

The activity of the multi modal transit corridor encourages active engagement with public art. Works that can be experienced on three levels, from passive observation, through active engagement to gregarious participation.



Passive



Active



Gregarious

Based on the foundation created by Public Art Consultant, Double Dare, the Innova public art programme will strive to create a true sense of place by considering the site as a whole to encourage collaboration, creativity and innovation.

3.0. Cascadia Green Development

3.1. Profile

Cascadia Green is a development company based in North Vancouver British Columbia committed to 'sustaining communities'.

From the first home founder Farzad Marzarel built, there has been a core value to inspire living that sustains the natural environment, encourages cultural diversity in an affordable, economically viable setting. Over a decade ago Farzad began by working with people he valued and respected to build a business 'community' one hand shake at a time, today many call this 'networking', we still call it respect.

Since more than a decade ago, Cascadia Green's appreciation of the value of 'places that really do live', has shaped our culture, not only in the three aspects of sustainability but from understanding the essential elements of a neighbourhood. At Cascadia Green we believe the success of a community is measure by the foot, by the walkability of the neighbourhood. Making the pedestrian experience a priority encourages connection between neighbours while heightening awareness of the day to day life on the street, laneway or park. A community that cares for and about each other.

To ensure our core values are realized, Cascadia Green provides professional services at every stage of the development process from land acquisition, through design and construction to commissioning and property management.

3.2. Our Core Values

At Cascadia Green Development we strive to sustain communities, regardless of the size of the development. Our approach seeks to not only make livable housing, but to ensure our work fits into the style and culture of the neighbourhood.

In practical terms, the foundation of our commitment to sustainability rests on three elements.

Community, by respecting and working with the existing community our projects seek to enrich the neighbourhood to meet community needs.

Environment, our use of innovative design strives to minimize impact on the natural environment.

Prosperity, we believe that enriching peoples lives enriches all aspects of life. Our commitment to best business practices pushes us to respect all aspects of development from investments through to affordability.

4.0. Project Overview

4.1. Context

The last decade has seen a major renewal of the Moodyville neighbourhood, with the population estimated to grow four-fold. The Innova project is sited on the Northwest corner of the crossroads of the east/west Third Avenue Multi-modal transit corridor and the north/south pedestrian friendly greenway along St David's Ave.

The project is on the edge of resurgent urban culture of Lower Lonsdale and the world class natural adventure of the North Shore mountains.

The re-birth of this area will see further residential and commercial development as Innova becomes a hub supporting a walkable, pedestrian scale community.



City of North Vancouver Transportation Network Plan
Source: City of North Vancouver Official Community Plan



City of North Vancouver Land Use Plan
Source: City of North Vancouver Official Community Plan



Use Type	Level / Density	Maximum Bonus (FSR)
Residential	Residential Level 1 (Low Density)	0.5
	Residential Level 2 (Low Density)	0.5
	Residential Level 3 (Low Density)	0.75
	Residential Level 4A (Medium Density)	1.0
	Residential Level 4B (Medium Density)	1.25
	Residential Level 5 (Medium Density)	1.6 up to 1.0
	Residential Level 6 (High Density)	2.3 up to 1.0
Mixed Use	Mixed Use Level 1 (Low Density)	1.0
	Mixed Use Level 2 (Medium Density)	2.0 up to 0.5
	Mixed Use Level 3 (Medium Density)	2.3 up to 0.5
	Mixed Use Level 4A (High Density)	2.6 up to 1.0
	Mixed Use Level 4B (High Density)	3.0 up to 1.0
	Harbourside Waterfront 2.05 (Mixed Use)	up to 0.15
	Parks, Recreation & Open Space	
School & Institutional		
Commercial		
Mixed Employment		
Industrial		

4.0. Project Overview

4.2. Architecture & Landscape

The 1.3 acre site at the corner of East Third and St Davids is in the heart of the dynamically evolving Moodyville neighbourhood.

The mixed use project will feature a range of housing options supported by commercial and office units.

The development comprises three buildings on the one site

- West Building, five storey (from East Third) residential with options for live/work lifestyle
- East Building, six storey (from East Third) with street front commercial units at the base of residential units
- North Building, three storey building stepping down to two storeys, commercial units in the laneway animate the covered public space, with residential units along St Davids to East Fourth.



Artisan scale businesses along the laneway will create a more casual neighbourhood space in the heart of Moodyville.



4.0. Project Overview

4.3. Realizing our Core Values

A mixed-use development on a multi-modal transit corridor, Third Avenue, is a designated transit route supporting Rapid bus service, automobiles, cycling and pedestrian traffic. Our East Third project has been designed to support diversity of lifestyles and activities. Encouraging pedestrian traffic encourages opportunities for social contact while improving neighbourhood safety and security.

Human scale mobility and business services sustain local living and encourage neighbourhood building through opportunities for casual and informal contact throughout the day.

The combination of commercial and residential use over a substantial site can create a strong place identity for the development but more importantly for the neighbourhood and subsequently the community.



E3rd Street & Saint David's Avenue

4.0. Project Overview

4.4. Neighbourhood

Over a century ago European settlement created the major industrial development that defined Moodyville as centre for timber production shipped throughout the Pacific coast. This established the area as a self sustaining community until the early 1900's when the development of the waterfront cut the mills off from the port. Development again redefined the area as single family residential properties up until the turn of this century. Today the neighbourhood is both growing and in some ways recalling its past. New development is bring a more diverse population while small scale commercial retail projects and creating a walkable, sustainable community with less reliance on the single person automobile.



Walking Distance from the Site



4.0. Project Overview

4.5. History of Place

From time immemorial the Squamish and Tsleil-Waututh Nations have lived on the North shores of the Burrard Inlet, living in seasonal villages drawing on the rich natural resources of the area. Well before European contact, other groups including the Squamish and Sto:lo nations travel to the site for hunting fishing and gathering on a seasonal basis.

By 1860 Europeans had been drawn by the towering trees and the safe harbour establishing the first lumber mill. In 1865 Sewell (Sue) Moody had bought the mill creating a successful business and creating the small townsite of 'Moodyville'.

The California Gold Rush and subsequent development boom along the west coast created a high demand for the lumber produced in Moodyville. The growth of industry in the area became an attractive location for further European Settlement and overseas investment. The global interest in lumber from the townsite of Moodyville helped to establish Burrard Inlet as the premier lumber centre on Canada's west coast.

The indigenous community was a central part of the Moodyville Mill making up over a third of the workforce as highly skilled mill workers and longshoremen. Workers came from throughout the world, including Africa, Chile, the US (including Hawaii) the British Isles, Scandinavia and Asia. Decades before the establishment of Moodyville, Hawaiian workers came to work in the North American fur trade. Many of them coming to Moodyville often marrying into the indigenous communities.

The diversity of the population, too often linked to discrimination and segregated living. Those workers who did make Moodyville their home changed the social and economics of the area through strong relationships and intermarriage with indigenous peoples.

Although the Moodyville Mill closed over a century ago, the diversity of the Moodyville community can be seen in the range of international surnames still present in the indigenous communities.

With the closing of the mill, the demise of the school and relocation of the Post Office were soon to follow. By 1925, the townsite was incorporated into the City of North Vancouver. By 1930 the waterfront road and railing had severed Moodyville's link to the shipping docks. Excavation for the road and rail services had removed any trace of the former vibrant industrial township of Moodyville. Until recently of few of the workers houses built by Wartime Housing Limited during WW II could still be seen in Moodyville. Redevelopment has seen the loss of the industry, township amenities, housing, including the prestigious hillside home of the Mill Manager.

Today little remains of the Moodyville Mill and township development. The old growth forest was clear cut, the waterfront further industrialized (this continues today). In less than a half century the landscape was irrevocably changed and the indigenous culture disrupted forever.

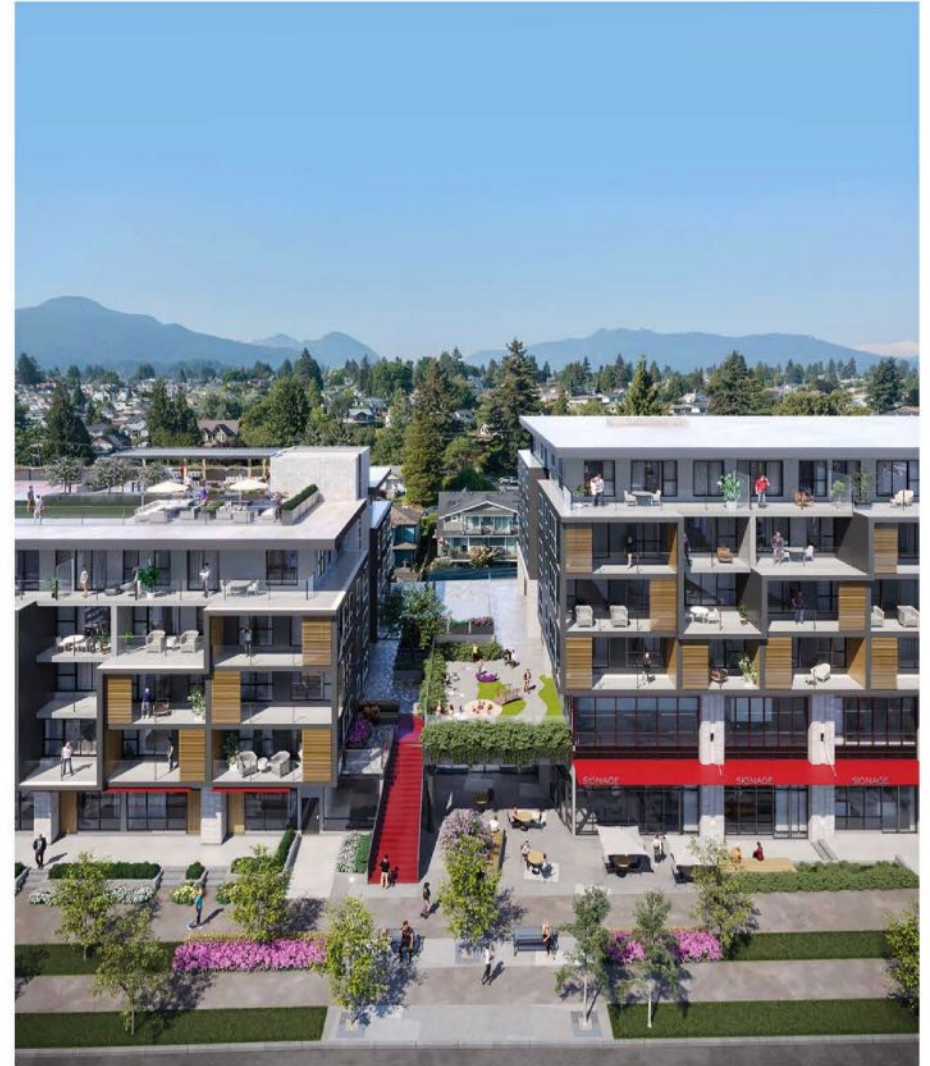
Almost a century later Moodyville is experiencing a re-birth. The spirit of exploration and discovery of 'life on the edge' of the city against the natural wonders and recreational resources of the mountains creates a thriving active lifestyle.

4.0. Project Overview

4.6. The Re-Birth of Moodyville

The City of North Vancouver has recognized the significant opportunity in the burgeoning Moodyville neighbourhood. As the area evolves to become the home of a population expected to quadruple bringing a diverse demographic of families, business professionals, new comers and individuals. This unprecedented growth will see a mix of renters and home owners - many of whom are expected to be self employed, often home based businesses.

People are drawn to the area as a place on the edge of a dynamic urban culture and the adventures of the West Coast Mountains. Parks, walking, biking, hiking and mountain sports are as close as an active urban life. The range of mobility offered on the Third Avenue transit corridor encourages a wide range of active living.



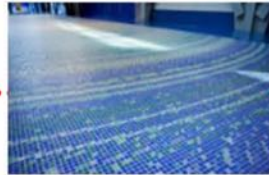
Main Entrance Along E 3rd Street

5.0. Public Art Opportunities

5.1 Potential Locations for Public Art

5.1.1 E3rd Street + Crossroads

The crossroads of the active transit corridor of East Third and the North South City Greenway. A dominant vehicle based view, adjacent a recessed restaurant patio in proximity to a large hydro tower. The opportunity runs for the crossroads west along Third. The public realm west along Third affords the opportunity express the evolution of the rain forest from from natural magnificence and first peoples to European settlement and industrialization to current development. This area is also the site of the two B level heritage homes on the site, these location could be noted.



The City of North Vancouver prioritizes E3rd Street as the priority public space.



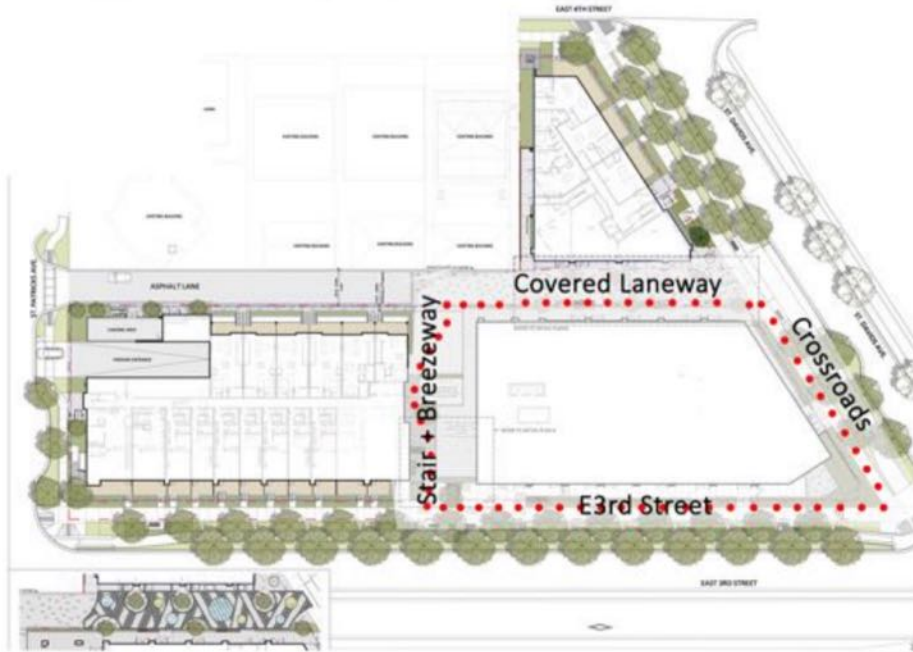
5.1.2 Stair + Breezeway

The front door and geographic centre of the development can be interpreted as a site for a landmark, front door element or create and intrigue to explore through the site to the public spaces of the central breezeway to the laneway and St Davids.



5.0. Public Art Opportunities

5.1. Public Artwork Site Plan



5.1 Potential Locations for Public Art (cont.)

5.1.3 Covered Laneway

The resurgence in the delight of laneways (Alley Opp/Akerly's Alley Vancouver, Melbourne Laneway festivals) coupled with the presence of home based businesses in neighbourhood laneways encourages the next evolution of laneway life.

The laneway is an ideal opportunity to create a 'neighbourhood room', a more casual 'backyard' culture in comparison to the more structure 'high street' of the Third Avenue transit corridor. Elements in this area are subject to operational constraints including fire access and building egress.



5.0. Public Art Opportunities

5.2 Public Art at Innova

Innova lives on the edge of the urban sophistication of the city and the natural wonder of the North Shore Mountains. This crossroads is a hive of innovation and creativity producing a dynamic culture - a neighbourhood that thrives on truly 'living out loud' while respecting the place of the individual.

5.3 Approach

At Cascadia Green we are committed to sustaining communities, through honouring the past, celebrating the present and respecting the future. We believe that creativity and innovation are essential elements to produce points of engagement and defining a place, a neighbourhood and a community. Recognizing the diversity that shapes our communities is a significant element in defining place. This includes representing the past present and future of the site with both honesty and integrity.

The public art programme includes recognition of the two Level B Heritage homes on the site, acknowledging the impact of European settlement in the area.

5.4 Exploration, Discovery and Engagement

Innova is creating a diversity of physical and culture spaces within the public realm, from the transit corridor of the Third St, high street to the more casual pedestrian scale of the laneway and breeze way.

This 'layered' approach encourages the pedestrian experience enhancing the human scale of the landscape. There is an opportunity to create both landmark works and a necklace of smaller elements that can be discovered from time to time as opposed consumed as a single visual piece. This could include historic markers of early settlement, to the presence of the rainforest in history and contemporary life. Small elements could be 'sparks' of curiosity encourage further engagement and exploration of the physical and cultural significance of the area.



6.0. Public Art Process

6.1. Guiding Principles

Cascadia Green encourages the interweaving of art, innovation and creativity throughout the project. Art that engages the public, encouraging exploration and discovery. Art that touches the senses in addition to visual, through sound, touch and scent. Art that has a functional role in place making and cultural amenity is encouraged.

The scale of the project encourages a collaborative approach with a team of artists working on three locations with a blend of styles and approaches.

6.2. Artists Selection Criteria

- Quality of innovation and clarity of vision for proposed work
- Appreciation of the life of the public realm and the role of art and innovation to enrich the public experience
- Demonstrated experience in engaging the public with art work(s)
- Understand off and appreciation of the project context and intent, including; culture (both past and present) the architecture of the building and landscape and the role of art to establish placemaking
- Experience in project co-ordination and collaboration working with fixed budgets, time-line and construction requirements
- A recognized international caliber of work
- Artist and related team's ability to meet the project schedule

6.3. Call to Artists - Eligibility

Canadian professional Artists or Artist Teams with proven experience public artwork are invited to respond to this Expression of Interest. At the completion of the call for submissions the selection committee will review all submissions and create a short list. Short listed artists will be invited to develop concepts for public art work on site. The selection committee will review concept submissions to recommend an artist or team to be awarded the commission.

6.4 Selection Process

The Public Art selection process will be undertaken by an Artist Selection Panel and will occur in two stages. The Selection Panel will comprise owner's representative, design team member, NV Public Art Advisory Committee member, arts professional (artist, curator, educator etc.), local arts professional

Stage I - Expressions of Interest

In Phase 1, eligible artists (or artist teams) are welcome to submit an Expression of Interest (EOI) for consideration. The Artist Selection Panel will review all eligible submissions with the intention of short-listing up to five artists to continue with the process.

Stage II – Short-List Artist Concept Proposals

Short-listed artists will be invited to prepare a concept proposal for presentation to the Selection Panel and will receive a presentation fee in the amount of \$2,000. As part of this phase, the artists will be provided with a project orientation, to examine the project's opportunities and limitations. The short-listed presentations will be reviewed and decisions made based on eligibility and Public Art Objectives as outlined in this Call.

Note: If there are no submissions that warrant further consideration, the Artist Selection Panel reserves the right not to award the commission.

6.0. Public Art Process

6.5 Submission Requisites

Expression of Interest, Submission of Credentials

Artists interested in this project as an individual or team are required to submit the following:

- a letter of Interest of no more than one page that explains the artists' interest in working on this project, this should not include an explanation of your proposal
- a current resume, if applying as a team, a resume of each artist is required
- images of work, no more than ten digital images (jpeg) these are to be provided under separate cover for the letter of interest and resume(s)
- an numbered annotation for each image including title of work, artists name, medium, size, site and if commissioned, project cost
- references, artists' submissions should include (where ever possible) two agencies/organizations/companies who have commissioned the work and at least one professional reference (architect, landscape architect, planner, artist, etc..)

Submission Details

All materials are to be digital files submitted via e-mail or PC compatible USB or CD to srcprojects@telus.net, no later than 4 PM, Friday, Novemebr 26th. 2021.

Mailing address

David Youngson
Principal
srcproejcts
432 East 4th
North Vancouver, V7L 1J5

E-mail submissions are to be sent to srcprojects@telus.net, with the subject line, Innova, artist's last name as one Acrobat PDF file no larger than 5mb. Do not secure the PDF file as the images may be used for circulation to the jury.

NB: submissions will not be returned, do not submit original work, bound or stapled documents or use plastic sheet covers



7.0. Public Art Schedule

7.1. Timeline

Detailed Public Art Plan Submission	August 2021
Artist Expression of Interest - Open call	November 2021
Artist Submissions	November 2021
Initial Selection Panel Meeting - Review of Submissions	November 2021
Short Listed Artists' Invitation	December 2021
Artists Orientation Meeting	January 2022
Second Selection Panel Meeting - Artists' Presentation	February 2022
Final Artists Selection	February 2022
Artists' Contract	March 2022
Art Installation	2023

It is recognized that the completed works and copyright will be passed to Cascadia Green Development as owners of the project.

